

**New Claims**

Claim 16 includes the similar features of claim 4, which as explained above is not shown in the reference applied to claim 4.

The features of new claims 17-20 are supported by the description on page 14, lines 19-31 and page 27, lines 14-25 of the specification.

In summary, when a user having received an electronic advertisement through a certain communication line is going to enjoy benefits the electronic advertisement offers, the user informs, through a different communication line (e.g. short-haul radio communication line), namely a communication line different from the communication line through which the electronic advertisement is received, the advertiser of the user's intention to receive the benefits. Then, if the user receives the electronic advertisement through a mobile phone, the user can visit the shop of the advertiser to present, through a communication line different from the communication line of the mobile phone used for receiving the advertisement, the information that the advertisement has actually been presented to the user. In return for this presentation of the information, the user can receive the benefits from the advertiser. The present invention thus does not need such a complicated

management of the user profile as disclosed in the cited reference. No reference cited discloses or suggests the above described features of the present invention.

Additional Art Cited

Additional art was cited in §5 of the Office Action. As this art has not been applied, no comments are considered necessary.

Conclusion

Should there be any outstanding matters that need to be resolved in the present application, the Examiner is respectfully requested to contact the undersigned below, to conduct an interview in an effort to expedite prosecution in connection with the present application.

If necessary, the Commissioner is hereby authorized in this, concurrent, and future replies, to charge payment or credit any overpayment to Deposit Account No. 02-2448 for any additional fees required under 37 C.F.R. §§ 1.16 or 1.17; particularly, extension of time fees.

Respectfully submitted,

BIRCH, STEWART, KOLASCH & BIRCH, LLP

By

  
Terrell C. Birch, #19,382

P.O. Box 747  
Falls Church, VA 22040-0747  
(703) 205-8000

TCB/EAG/fjl/lab  
0033-0684P